

WBFS-TV QUARTERLY ISSUES/PROGRAMS LIST  
JULY 1, 2010 THROUGH SEPTEMBER 30, 2010

Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three-month period. The Station also produced and broadcast a "Community Calendar" and public service announcements promoting local community events and campaigns.

FOCUS ON SOUTH FLORIDA- A half-hour bi-weekly public affairs broadcast featuring panel discussions and interviews with community leaders, focusing on important issues of local concern. Broadcast dates and times as indicated in the report.

CBS4 NEWS REPORTS ON MY33(TV33) - Special and series reports focusing on important local issues. These reports air during selected CBS4 News broadcasts on WBFS-TV. Duration: Each part is approximately under three minutes. Broadcast times and dates indicated in the report.

**ECONOMY/GOVERNMENT:** Topics in this category include: wealth and politics; impact of Miami Heat "Dream Team" on local economy; financial literacy courses; programs to stop hunger; volunteer group addresses community problems; Neighbors 4 Neighbors food drive; and investigation of candidate David Rivera.

**FOCUS ON SOUTH FLORIDA:** 7/11, 10:30 AM. Dr. Sean Foreman, Political Analyst, Barry University and Joy Reid, political blogger of the Reid Report discussed the current political campaigns in Florida involving wealthy candidates who are spending their personal wealth to finance their advertising and the apparent anti-incumbent sentiments of many Florida voters. 7/25, 10:30 AM. Jane Wooldridge, the Miami Herald's Business Editor discussed the positive impact on the local economy as a result of the Miami Heat's newly formed "Dream Team" of LeBron James, Chris Bosh and Dwayne Wade. She added that the increase in season ticket sales, which sold out soon after the team's announcement, is a good sign that the team will bring significant revenues to the City of Miami and surrounding areas. 8/8, 10:30 AM. Dr. Germaine Smith Baugh, CEO of the Urban League of Broward County and Shannon Carey, Development Officer of the Urban League of Broward County discussed how the Urban League is helping Broward County residents make the most of their income and become homeowners by offering financial literacy courses, mentoring and other services. 8/22, 10:30 AM. Judith Gatti of Feeding South Florida and Joshua Williams, founder of Joshua's Heart Foundation discussed plans for the September Stop Hunger campaign to bring attention to the need for food donations to replenish South Florida's pantries and food banks. They mentioned that among the various programs is the Neighbors 4 Neighbors Food 4 South Florida Food Drive which is matching businesses and organizations collection non-perishables with community food pantries and food banks. 9/5, 10:30 AM. Derrick Moore, Landon Dock and Kelsey Hayes from the Sankofa Society discussed their group's efforts to address community issues through involvement and fund raising. They noted that this volunteer group of young African American professionals has searched for solutions to community problems such as youth violence, poverty, lack of inner city voter participation and many other issues of local concern. 9/19, 10:30 AM. The broadcast included a report that focused on the Neighbors 4 Neighbors Food 4 South Florida Food Drive that helps stock food pantries in South Florida. The report showed that the food pantries are becoming more of a lifeline for many families and seniors that have been affected by the bad economy. **CBS4 NEWS REPORTS ON MY33: CBS4 NEWS FEATURE REPORTS: I-TEAM INVESTIGATION: CONGRESSIONAL CANDIDATE DAVID RIVERA:** 8/18, 10 PM. This investigative report probed into allegations that Republican candidate for Congress David Rivera was involved in two separate traffic incidents and potential cover-ups by his campaign staff.

**PUBLIC SAFETY/CRIME:** Topics in this category include: Gulf oil spill; pet safety during hurricane season; halting inner city violence; musicians helping victims of crime; school cafeteria inspections; and Medicare fraud.

**FOCUS ON SOUTH FLORIDA:** 7/11, 10:30 AM. Traci Romine, Florida Audubon discussed the "Gift for the Gulf" campaign to educate and involve the public in efforts to help the wildlife affected by the Gulf Oil spill. In another segment, Dr. Peter Birzon, Indian Trace Animal Clinic discussed what pet owners need to do to keep their pets safe during the hurricane season. He outlined the supplies that needed to have on hand as part of the emergency kit and how to register pets for pet shelters in the event of an evacuation. 8/22, 10:30 AM. Reverend Jerome Starling and Miami City Commissioner Richard Dunn discussed the increasing number of acts of violence in South Florida inner cities that have resulted in several deaths-- mostly innocent children that happened to get caught in the cross fire. They also mentioned that while the local police are stepping up their presence in these troubled neighborhoods more needs to be done to put an end to the gun violence. 9/5, 10:30 AM. Ahmad Jones, music producer and artists, DJ Tee and SP from the music group BCP discussed their efforts to raise funds to help victims of crime through their music. Mr. Jones was a victim himself of a hit and run accident that left him on a wheelchair for life. He has committed his life work to helping others. **CBS4 NEWS FEATURE REPORTS ON MY33: CRUDDY CAFETERIA BILL:** 7/16, 10 PM. This reported looked into how recent revisions to the Child Nutrition Act required schools to post cafeteria inspection reports on the school websites. **CBS4 NEWS FEATURE REPORTS: I-TEAM INVESTIGATION: MEDICAL FRAUD BUST:** 7/16, 10 PM. This report looked into the an upcoming nationwide bust of Medicare fraud cases which was expected to result in multiple arrests throughout South Florida by the U.S. Attorney General's office.

**HEALTH:** Topics in this category include: increasing breast cancer cases in South Florida; innovative colonoscopy; and camera for detecting birth defects.

**FOCUS ON SOUTH FLORIDA:** 7/25, 10:30 AM. Phyllis Pittman, The American Cancer Society; Maureen Mann, Executive Director of the Cancer Center at Holy Cross Hospital and Dr. Marni Kaplan, breast cancer surgeon and oncologist discussed the continuing increase of breast cancer cases, especially in the state of Florida which ranks fourth in the nation for the estimated number of new cases and second for estimated deaths from breast cancer. **CBS4 NEWS FEATURE REPORTS ON MY33: COMPLETE COLONOSCOPY:** 8/11, 10 PM. This report focused on a local physician who has developed what he calls the complete minimally invasive colonoscopy. According to the report, the doctor uses a smaller scope and the procedure takes approximately 15 minutes longer but it is more precise and allows doctors to move through the colon reaching every crevice and consequently no polyps are missed. **CBS4 NEWS FEATURE REPORTS ON TV33: RETCAM:** 9/28, 10 PM: This report provided information on a new camera that allows physicians to detect birth defects in underdeveloped babies in the womb and helps prevent health problems with long-term consequences.

**EDUCATION/FAMILY:** Topics in this category include: library summer programs; back-to-school drive; South Florida students on the March of the Living; program helps parents of newborns; volunteers helping families are honored; and celebrity sports program for children.

**FOCUS ON SOUTH FLORIDA:** 7/25, 10:30 AM. Katy Mullon, Broward County Libraries and Victoria Galan Miami-Dade County Libraries discussed their participation with the Neighbors 4 Neighbors kindness card contest that encourages kids to reward random acts of kindness. They also talked about the Summer Reading Programs sponsored by both library systems and bring annually thousands of children to the public libraries in the neighborhood to check out and read books during the summer school recess. 8/8, 10:30 AM. Franklin Monjarrez, Executive Director of Neat Stuff and volunteers, Alina Osorto and Albert Ramirez discussed their organization which provides uniforms, backpacks, school supplies and accessories to children who are in the foster care system and low-income families. They also discussed donations drives currently underway to help them stock their store with the needed materials. In another segment Dr. Joel Kimmel and Alex Schlinsky from March of the Living discussed this program that takes South Florida teens on an educational journey in remembrance of the Holocaust through concentration camps from Aushwitz to Birkenau and other historical sites. 9/5, 10:30 AM. Donna Sogegian, Executive Director and Dr. Augustine McDaniel, Board Chair of the Healthy Start Coalition discussed this program helps parents prepare for their newborn by teaching facts about infant nutrition, safety and health. 9/19, 10:30 AM. Jen Klassens, representing the Starlight Children's Foundation, and Dr. Laura Finley representing No More Tears discussed the Sawgrass Mills Community Role Models event in October where they are being honored for their volunteer work with the non-profit organizations that they are representing. They mentioned that Ms. Klassens is being honored for her work with chronically ill children and Dr. Finley for her work with victims of domestic violence and that the event will also be honoring other individuals like themselves who give of their time, efforts and resources to help others in need. 9/19, 10:30 AM. Jay Wray of Lyfe Management and retired Toronto Blue Jay and sports star Shannon Stuart discussed the 'Da Key Celebrity Charity Basketball Game that they are organizing to involve the local youth with sports celebrities in athletic activities and prevent childhood obesity and illegal activities.